

TNM1 – TASK 2: MULTIPAGE WEBSITE PROTOTYPE

USER INTERFACE DESIGN – C773

PRFA – TNM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

COMPETENCIES

4040.01.1 : User Interface Design Projects

The graduate describes user interface design project constructs.

4040.01.2 : User Interface Design Process

The graduate describes the user interface design process.

4040.01.3 : User Centered Web Design

The graduate explains the relationship between the user and the site design.

4040.01.4 : User Interface Design Principles

The graduate explains user interface design principles.

4040.01.5 : Color, Typography, Layout, Wireframing

The graduate builds a web page wireframe.

4040.01.6 : Designing a Basic Web Page User Interface

The graduate creates multiple web pages, using best practices in design technique.

4040.01.7 : Website Navigation Concepts

The graduate creates a navigation hierarchy for a website.

4040.01.8 : Designing an Interactive Web Page User Interface

The graduate analyzes best practices in designing interactive elements of User Interfaces.

4040.01.9 : Website Maintenance and Search Engine Optimization Strategies

The graduate explains the best practice strategies for maintaining websites, including Search Engine Optimization.

INTRODUCTION

User interface and user experience (UI/UX) designer is one of the most popular job titles in the technology industry. UI/UX designers tend to enjoy the challenges associated with creating products that people love. Industry leaders know that design is a substantial competitive advantage and they are competing for best talents; therefore, the demand for designers is high. UI/UX design requires an understanding of core design principles, tools, and best practices. Having foundational principles of design enables you to create an effective user experience.

This task allows you to showcase your prototyping skills by using the appropriate tools and techniques to communicate your design ideas and solutions. You will create and submit an interactive desktop prototype based on the attached “Paradigm Pet Professionals UI Design Specifications.” Your prototype must address

both audience and stakeholder needs. Your work for Task 2 will not be evaluated until Task 1 has been submitted and passed.

SCENARIO

You were recently hired as a UI/UX Designer for Synesthor, an IT services company that offers on-site consultation for small businesses without an IT department. Synesthor recently contracted with Paradigm Pet Professionals, a company that specializes in providing virtual consultations with pet owners based on state-of-the-art, evidence-based health and well-being information. Its website was designed by a part-time intern 10 years ago. Most people who visit the website are prospective and new pet owners located in the United States who seek information about basic pet care and are interested in speaking with a consultant. Paradigm Pet Professionals contracted with Synesthor's UI/UX department to develop a responsive website to meet the needs of its company and its existing and potential users.

Having completed your evaluation of the existing "Paradigm Pet Professionals Website" in Task 1, you will now create an interactive desktop prototype of the redeveloped website according to the design specifications provided by Paradigm Pet Professionals.

REQUIREMENTS

Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. The similarity report that is provided when you submit your task can be used as a guide.

You must use the rubric to direct the creation of your submission because it provides detailed criteria that will be used to evaluate your work. Each requirement below may be evaluated by more than one rubric aspect. The rubric aspect titles may contain hyperlinks to relevant portions of the course.

*Tasks may **not** be submitted as cloud links, such as links to Google Docs, Google Slides, OneDrive, etc., unless specified in the task requirements. All other submissions must be file types that are uploaded and submitted as attachments (e.g., .docx, .pdf, .ppt).*

- A. Create an interactive desktop prototype based on the audience and stakeholder needs using the attached "Paradigm Pet Professional UI Design Specifications" by doing the following:
1. Include *each* of the redeveloped "Home," "Dog Owners," and "Cat Owners" design prototypes, using content for *each* corresponding persona from the attached "Paradigm Pet Professionals UI Design Specifications."
 2. Include **one** new design prototype based on **one** of the new user personas, including the content provided and the format specified in the attached "Paradigm Pet Professionals UI Design Specifications."
 3. Include a contact form that users can complete to request a virtual consultation with a pet professional that includes *all* the required fields specified in the attached "Paradigm Pet Professionals UI Design Specifications."

Note: Your prototype should show the fields that will appear on your contact form, but the contact form does not need to be functional.

4. Include primary and secondary navigation elements as well as positional awareness techniques that provide the ability to clearly identify where *each* page is located within the

overall information architecture and that allow users to navigate and interact between *all* sections of the website.

- B. Provide a compressed .html or .pptx file of your interactive desktop prototype, including the following:
- the updated “Home,” “Dog Owners,” and “Cat Owners” design prototypes
 - the new design prototype
 - the virtual consultation form

Note: You can use any tool to create the design prototypes, such as a graphic creation/manipulation software, webpage creation software, presentation software or another tool of your choice.

- C. Demonstrate professional communication in the content and presentation of your submission.

File Restrictions

File name may contain only letters, numbers, spaces, and these symbols: ! - _ . * ' ()

File size limit: 200 MB

File types allowed: doc, docx, rtf, xls, xlsx, ppt, pptx, odt, pdf, txt, qt, mov, mpg, avi, mp3, wav, mp4, wma, flv, asf, mpeg, wmv, m4v, svg, tif, tiff, jpeg, jpg, gif, png, zip, rar, tar, 7z

RUBRIC

A1: DESIGN PROTOTYPES FOR EXISTING PERSONAS

NOT EVIDENT

The submission does not include *each* of the redeveloped “Home,” “Dog Owners,” or “Cat Owners” design prototypes specified in the attached “Paradigm Pet Professionals UI Design Specifications.”

APPROACHING COMPETENCE

The submission includes *each* of the redeveloped “Home,” “Dog Owners,” and “Cat Owners” design prototypes, but 1 or more of the design prototypes do not use content from the attached “Paradigm Pet Professionals UI Design Specifications,” or the content provided does not accurately align with the corresponding persona.

COMPETENT

The submission includes *each* of the redeveloped “Home,” “Dog Owners,” and “Cat Owners” design prototypes. *Each* design prototype uses content from the attached “Paradigm Pet Professionals UI Design Specifications.” The content provided accurately aligns with *each* corresponding persona.

A2: DESIGN PROTOTYPE FOR NEW USER PERSONA

NOT EVIDENT

The submission does not include a new design prototype, or it does not address *any* of the new user personas specified in the

APPROACHING COMPETENCE

The submission includes 1 new design prototype, but it is not based on 1 of the new user personas, it does not include the

COMPETENT

The submission includes 1 new design prototype that is based on 1 of the new user personas, including the content provided and

attached "Paradigm Pet Professionals UI Design Specifications."

content provided, or it is not presented in the format specified in the attached "Paradigm Pet Professionals UI Design Specifications."

the format specified in the attached "Paradigm Pet Professionals UI Design Specifications."

A3:CONTACT FORM

NOT EVIDENT

The submission does not include a contact form that users can complete to request a virtual consultation with a pet professional.

APPROACHING COMPETENCE

The submission includes a contact form that users can complete to request a virtual consultation with a pet professional, but it does not include *all* the required fields specified in the attached "Paradigm Pet Professionals UI Design Specifications."

COMPETENT

The submission includes a contact form that users can complete to request a virtual consultation with a pet professional and includes *all* the required fields specified in the attached "Paradigm Pet Professionals UI Design Specifications."

A4:NAVIGATIONAL ELEMENTS

NOT EVIDENT

The submission does not include primary or secondary navigation elements that support the information architecture specified in the attached "Paradigm Pet Professionals UI Design Specifications."

APPROACHING COMPETENCE

The submission includes primary or secondary navigation elements or positional awareness techniques but not *all* three. Or the primary or secondary navigation elements or the positional awareness techniques do not provide the ability to accurately identify where *each* page is located within the overall information architecture or allow users to navigate and interact between *all* sections of the prototype, or 1 or more of the given links does not function correctly.

COMPETENT

The submission includes primary and secondary navigation elements and positional awareness techniques that provide the ability to accurately identify where *each* page is located within the overall information architecture, allows users to navigate and interact between *all* sections of the prototype, and *all* of the given links function correctly.

B:COMPRESSED FILE

NOT EVIDENT

APPROACHING COMPETENCE

COMPETENT

The submission does not include a compressed .html or .pptx file of the interactive desktop prototype.

The submission includes a compressed .html or .pptx file of the interactive desktop prototype but does not include *each* of the given elements.

The submission includes a compressed .html or .pptx file of the interactive desktop prototype and *each* of the given elements.

C:PROFESSIONAL COMMUNICATION

NOT EVIDENT

Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

APPROACHING COMPETENCE

Content is poorly organized, is difficult to follow, or contains errors in mechanics, usage, or grammar that cause confusion. Terminology is misused or ineffective.

COMPETENT

Content reflects attention to detail, is organized, and focuses on the main ideas as prescribed in the task or chosen by the candidate. Terminology is pertinent, is used correctly, and effectively conveys the intended meaning. Mechanics, usage, and grammar promote accurate interpretation and understanding.

SUPPORTING DOCUMENTS

[Paradigm Pet Professionals UI Design Specifications.docx](#)